

WHAT IS CLAIMED IS:

1 1. A portable information terminal apparatus
2 comprising:
3 a display element;
4 a communication element;
5 a reading element which reads access destination
6 information indicated on a printed matter;
7 a control element which connects to an access
8 destination corresponding to said access destination
9 information through said communication element, receives
10 contents from said access destination, and executes a
11 browser for displaying said received contents on said
12 display element; and
13 an apparatus case which includes said display
14 element, said reading element and said control element;
15 wherein a reading window for said reading element
16 is provided on said apparatus case.

1 2. A portable information terminal apparatus as
2 claimed in claim 1, wherein said reading element includes a
3 scanner which reads an image on a printed matter through
4 said reading window, and an extraction element which
5 extracts said access destination information included in
6 said image.

1 3. A portable information terminal apparatus as

2 claimed in claim 1, wherein said access destination
3 information is a URL noted on a printed matter.

1 4. A portable information terminal apparatus as
2 claimed in claim 1, wherein said printed matter is a paper
3 publication having a URL of contents containing a moving
4 image associated with an article constituted by characters
5 or a still image printed within or in the vicinity of said
6 article.

1 5. A portable information terminal apparatus as
2 claimed in claim 4, wherein said contents include
3 advertisement information.

1 6. An information provision method comprising:
2 storing contents containing a moving image and
3 being associated with an article constituted by characters
4 or a still picture on a paper publication, which has
5 contents locating information indicating a location of said
6 contents and being printed within or in the vicinity of
7 said article, in a server on a communication network;

8 reading said contents locating information on said
9 paper publication by a portable information terminal
10 apparatus; and

11 displaying said contents corresponding to said
12 contents locating information on a display of said portable
13 information terminal apparatus accessing said server and

14 acquiring said contents based on said contents locating
15 information.

1 7. An information provision method as claimed in
2 claim 6, wherein said contents include advertisement
3 information.

1 8. The information provision method as claimed in
2 claim 6, wherein an accounting server having a charge table
3 in which an article having advertisement information added
4 thereto and an advertisement charge previously set based on
5 a content of said article are registered in association
6 with each other and an accounting file for holding
7 accounting information for each advertiser is used so that
8 an advertisement charge to be collected by an issuer of a
9 paper publication from an advertiser is differentiated and
10 imposed in accordance with an article to which said
11 advertisement information is added.

1 9. The information provision method as claimed in
2 claim 6, wherein an accounting server having a charge table
3 in which an access number and advertisement charge
4 information corresponding to said access number are
5 registered in association with each other and an accounting
6 file for holding accounting information for each advertiser
7 is used so that an advertisement charge to be collected by
8 an issuer of a paper publisher from an advertiser is

9 differentiated and imposed in accordance with said access
10 number of said advertisement information.

1 10. The information provision method as claimed
2 in claim 6, wherein an accounting server having a charge
3 table in which an advertisement time zone and advertisement
4 charge information according to said advertisement time
5 zone are registered in association with each other and an
6 accounting file for holding accounting information for each
7 advertiser is used so that an advertisement charge to be
8 collected by an issuer of a paper publication is
9 differentiated and imposed in accordance with said
10 advertisement time zone for providing said advertisement
11 information.

1 11. The information provision method as claimed
2 in claim 6, wherein an accounting server having a charge
3 table in which a conformation for providing advertisement
4 information and advertisement charge information according
5 to said conformation are registered in association with
6 each other and an accounting file for holding accounting
7 information for each advertiser is used so that an
8 advertisement charge to be collected by an issuer of a
9 paper publication from an advertiser is differentiated and
10 imposed in accordance with said conformation for providing
11 said advertisement information.

1 12. The information provision method as claimed
2 in claim 6, wherein a current position of said portable
3 information terminal apparatus having access is detected
4 and advertisement information corresponding to said
5 detected current position is selected to be included in
6 contents.

1 13. The information provision method as claimed
2 in claim 6, wherein at least part of a communication charge
3 generated in said portable information terminal apparatus
4 is imposed on an issuer of a paper publication.

1 14. The information provision method as claimed
2 in claim 6, wherein at least part of a connection charge to
3 a provider generated in said portable information terminal
4 apparatus is imposed on an issuer of a paper publication.